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## **“NEW MEDIA COOPETITION”: ACTIVE USERS AS STRATEGIC CHALLENGE FOR MEDIA COMPANIES**

### **Abstract:**

The purpose of research is to suggest a concept of “new media coopetition” – a comprehensive relationship between active media users and media companies as well as between the companies themselves.

□Coopetition is a strategy bringing benefits to the parties involved by making them simultaneously compete and cooperate with the competitors (users). While in the traditional version coopetition only concerns relationship between the organizations, author propose that it embraces the form of “new media coopetition”, which would also take the relationship between users and media organizations into account.

□Co-creation of media contents by the users is a strategic challenge for media companies. Users who create texts, films or music recordings become competitors to the professional authors. Not only are users recipients and creators at the same time, but they are also competitors to media organizations.

### **Keywords:**

new media strategy users, co-creation of media content

**JEL Classification:** L82, L10